

Rep Order# 6809495	Ver# 3	Status Revised	Traffic Order# 168614	Printed: 08/30/2012 8:30 AM	1 of 6
EC'd Yes				Last Received: 08/29/2012 9:28 PM	
				Showing Buylines: All Rep Revised Lines	

Station KRQE-TV ALBUQUERQUE, NM.	Agency () STRATEGIC MEDIA SVCS	Rep Firm () PHILADELPHIA
Advertiser () NRSC	3299 K STREET NW SUITE #200	Sales Office () AMY MCCREARY
Product NRSC 2012	WASHINGTON, DC 20007	Salesperson ()
Estimate#	Agency C/P1/P2/E	
Buyer NEIL WILLIAMS	Flight Dates 10/03/2012 - 10/09/2012	Salesperson Phone# 215-568-6540
Phone#	Hiatus Weeks	Salesperson FAX# 215-568-1845
Fax#		

--- CONTRACT COMMENT ---
SC=*

--- REMARKS ---
REV TO CNX ORDER
ATTN ALL LINES
ATTN NEW TTL
PLEASE CNF
THANKS

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
*1		Buyline Comment: NEWS V3 Cancelled	10/03-10/05	\$100.00	:30	0	0	W-F	5A-6A	\$0.00	0	
*2		Buyline Comment: NEWS V3 Cancelled	10/08-10/09	\$100.00	:30	0	0	M-TU	5A-6A	\$0.00	0	
*3		Buyline Comment: NEWS V3 Cancelled	10/08-10/09	\$200.00	:30	0	0	M-TU	6A-7A	\$0.00	0	
*4		Buyline Comment: NEWS V3 Cancelled	10/03-10/05	\$200.00	:30	0	0	W-F	6A-7A	\$0.00	0	
*5		Buyline Comment: EARLY V3 Cancelled	10/03-10/05	\$150.00	:30	0	0	W-F	7A-9A	\$0.00	0	

Rep Order# 6809495 Ver# 3 Status Revised

Traffic Order# 168614

Printed: 08/30/2012 8:30 AM
Last Received: 08/29/2012 9:28 PM
Showing Buylines: All Rep Revised Lines

2 of 6

Station KRQE-TV ALBUQUERQUE, NM.
Advertiser () NRSC
Product NRSC 2012
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency () STRATEGIC MEDIA SVCS
3299 K STREET NW SUITE #200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/03/2012 - 10/09/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
*6		Buyline Comment: EARLY V3 Cancelled	10/08-10/09	\$150.00	:30	0	0	M-TU	7A-9A	\$0.00	0	
*7		Buyline Comment: PRICE V3 Cancelled	10/08-10/09	\$300.00	:30	0	0	M-TU	11A-12P	\$0.00	0	
*8		Buyline Comment: PRICE V3 Cancelled	10/03-10/05	\$300.00	:30	0	0	W-F	11A-12P	\$0.00	0	
*9		Buyline Comment: NEWS V3 Cancelled	10/03-10/05	\$275.00	:30	0	0	W-F	12P-1230P	\$0.00	0	
*10		Buyline Comment: NEWS V3 Cancelled	10/08-10/08	\$275.00	:30	0	0	M	12P-1230P	\$0.00	0	
*11		Buyline Comment: PHIL V3 Cancelled	10/08-10/09	\$175.00	:30	0	0	M-TU	3P-4P	\$0.00	0	
*12		Buyline Comment: PHIL V3 Cancelled	10/03-10/05	\$175.00	:30	0	0	W-F	3P-4P	\$0.00	0	
*13		Buyline Comment: NEWS V3 Cancelled	10/03-10/05	\$275.00	:30	0	0	W-F	4P-430P	\$0.00	0	
*14		Buyline Comment: NEWS V3 Cancelled	10/08-10/09	\$275.00	:30	0	0	M-TU	4P-430P	\$0.00	0	

Station KRQE-TV ALBUQUERQUE, NM.	Agency () STRATEGIC MEDIA SVCS	Rep Firm
Advertiser () NRSC	3299 K STREET NW SUITE #200	Sales Office () PHILADELPHIA
Product NRSC 2012	WASHINGTON, DC 20007	Salesperson () AMY MCCREARY
Estimate#	Agency C/P1/P2/E	
Buyer NEIL WILLIAMS	Flight Dates 10/03/2012 - 10/09/2012	Salesperson Phone# 215-568-6540
Phone#	Hiatus Weeks	Salesperson FAX# 215-568-1845
Fax#		

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
*15		Buyline Comment: NEWS V3 Cancelled	10/08-10/09	\$275.00	:30	0	0	M-TU	430P-5P	\$0.00	0	
*16		Buyline Comment: NEWS V3 Cancelled	10/03-10/05	\$275.00	:30	0	0	W-F	430P-5P	\$0.00	0	
*17		Buyline Comment: CBS EVEN V3 Cancelled	10/03-10/05	\$1,000.00	:30	0	0	W-F	5P-530P	\$0.00	0	
*18		Buyline Comment: CBS EVEN V3 Cancelled	10/08-10/09	\$1,000.00	:30	0	0	M-TU	5P-530P	\$0.00	0	
*19		Buyline Comment: NEWS V3 Cancelled	10/08-10/09	\$500.00	:30	0	0	M-TU	530P-6P	\$0.00	0	
*20		Buyline Comment: NEWS V3 Cancelled	10/03-10/05	\$500.00	:30	0	0	W-F	530P-6P	\$0.00	0	
*21		Buyline Comment: JEP V3 Cancelled	10/03-10/05	\$1,000.00	:30	0	0	W-F	6P-630P	\$0.00	0	
*22		Buyline Comment: JEP V3 Cancelled	10/08-10/09	\$1,000.00	:30	0	0	M-TU	6P-630P	\$0.00	0	

Rep Order# 6809495 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 168614

Printed: 08/30/2012 8:30 AM
Last Received: 08/29/2012 9:28 PM
Showing Buylines: All Rep Revised Lines

4 of 6

Station KRQE-TV ALBUQUERQUE, NM.
Advertiser () NRSC
Product NRSC 2012
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency () STRATEGIC MEDIA SVCS
3299 K STREET NW SUITE #200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/03/2012 - 10/09/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	Lt
*23		Buyline Comment: WHEEL V3 Cancelled	10/08-10/09	\$1,000.00	:30	0	0	M-TU	630P-7P	\$0.00	0	
*24		Buyline Comment: WHEEL V3 Cancelled	10/03-10/05	\$1,000.00	:30	0	0	W-F	630P-7P	\$0.00	0	
*25		Buyline Comment: NEWS V3 Cancelled	10/03-10/04	\$1,100.00	:30	0	0	W-TH	10P-1037P	\$0.00	0	
*26		Buyline Comment: NEWS V3 Cancelled	10/08-10/09	\$1,100.00	:30	0	0	M-TU	10P-1037P	\$0.00	0	
*27		Buyline Comment: NCIS LA V3 Cancelled	10/09-10/09	\$2,500.00	:30	0	0	TU	8P-9P	\$0.00	0	
*28		Buyline Comment: MENTALIST V3 Cancelled	10/04-10/04	\$2,100.00	:30	0	0	TH	9P-10P	\$0.00	0	
*29		Buyline Comment: GIFTED V3 Cancelled	10/05-10/05	\$1,200.00	:30	0	0	F	7P-8P	\$0.00	0	
*30		Buyline Comment: SAT EARLY SHOW V3 Cancelled	10/06-10/06	\$50.00	:30	0	0	SA	5A-7A	\$0.00	0	
*31		Buyline Comment: NEWS V3 Cancelled	10/06-10/06	\$100.00	:30	0	0	SA	7A-8A	\$0.00	0	

Station KRQE-TV ALBUQUERQUE, NM.
 Advertiser () NRSC
 Product NRSC 2012
 Estimate#
 Buyer NEIL WILLIAMS
 Phone#
 Fax#
 Agency () STRATEGIC MEDIA SVCS
 3299 K STREET NW SUITE #200
 WASHINGTON, DC 20007
 Agency C/P1/P2/E
 Flight Dates 10/03/2012 - 10/09/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
*32		Buyline Comment: SEC FBALL V3 Cancelled	10/06-10/06	\$250.00	:30	0	0	SA	130P-5P	\$0.00	0	
*33		Buyline Comment: CRIMETIME V3 Cancelled	10/06-10/06	\$800.00	:30	0	0	SA	8P-9P	\$0.00	0	
*34		Buyline Comment: NEWS V3 Cancelled	10/07-10/07	\$100.00	:30	0	0	SU	7A-8A	\$0.00	0	
*35		Buyline Comment: CBS SUN MORN V3 Cancelled	10/07-10/07	\$400.00	:30	0	0	SU	8A-930A	\$0.00	0	
*36		Buyline Comment: NFL GAME 1 V3 Cancelled	10/07-10/07	\$1,650.00	:30	0	0	SU	11A-2P	\$0.00	0	
*37		Buyline Comment: NFL GAME 2 V3 Cancelled	10/07-10/07	\$2,400.00	:30	0	0	SU	2P-5P	\$0.00	0	
*38		Buyline Comment: 60 MIN V3 Cancelled	10/07-10/07	\$3,000.00	:30	0	0	SU	6P-7P	\$0.00	0	

Rep Order#	6809495	Ver#	3	Status	Revised	Traffic Order#	168614	Printed:	08/30/2012 8:30 AM	6 of 6
------------	---------	------	---	--------	---------	----------------	--------	----------	--------------------	--------

Last Received: 08/29/2012 9:28 PM
Showing Buylines: All Rep Revised Lines

Station	KRQE-TV	ALBUQUERQUE, NM.
Advertiser	()	NRSC
Product		NRSC 2012
Estimate#		
Buyer		NEIL WILLIAMS
Phone#		
Fax#		

Agency () STRATEGIC MEDIA SVCS
3299 K STREET NW SUITE #200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 10/03/2012 - 10/09/2012
Hiatus Weeks

---SALES MONTHLY TOTALS---

Oct 12: 0 / \$0.00
Sales Totals: 0 / \$0.00
Station Totals: 0 / \$0.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$0

KASA	7%	KASY	0%	KBTM	0%	KOAT	35%	KOB	26%
KROE	32%	KWBQ	0%						

---COMPETITIVE COMMENTS---

NEW ORDER
EST SHARES BASED ON 8 BUYS

Books	NOV12
Demos	RA35+

--- CREDIT RISK ---

CASH IN ADVANCE